

HW Cooking Ingredients and Meals in Italy

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic products finding favour as Italy approves new organic law

Increasingly health conscious consumers helping to drive sales in 2022 with focus on gluten free claims

Consumers look to cut salt out of their diet as health concerns grow

PROSPECTS AND OPPORTUNITIES

Italians taking the sugar out of their spreads as obesity rates rise

No allergens cooking ingredients and meals receiving growing interest but Nutella remains under the microscope

Italy's ageing population likely to boost sales of immune support cooking ingredients and meals

CATEGORY DATA

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Health and Wellness in Italy - Industry Overview

EXECUTIVE SUMMARY

Overview

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